Research Proposal of the Thesis Entitled

Analysing factors contributing to roadblock for women start-ups in Gujarat under Aatmanirbhar Bharat framework

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1. Introduction

Aatmanirbhar Bharat's objective is to transform the country into a strong, independent economy through systemic reforms and strategic planning. The initiative focuses on creating a robust and sustainable economy by blending various sectors and capitalising on India's strengths.

One of the crucial contributors in this vision of Aatmanirbhar Bharat will be the empowerment of women. Women being the backbone of society, their empowerment is vital for the holistic development of nation & economic development of Aatmanirbhar Bharat. The initiative not only aligns with the principles of inclusive growth but also harnesses the full potential of the population. This synergy between national goals and women's empowerment creates a more equitable and prosperous future for the country. 'Aatmanirbhar Bharat' success can be multiplied many folds only when women, whose population is almost half of the total, are made to be the part of the program and participate equally in terms of economic activities.

To realize the economic growth goal, Indian women must become an active part of workforce through social inclusion and empowerment. Women's development is both a social and an economic necessity.

Women experience and drive their socio-economic and political empowerment within complex interactions and ecosystems. Empowerment would relate to an environment in which women possess the ability, freedom and power to exercise choices in accessing a wide range of opportunities for self-enhancement and self-protection.

There is a need to step up advocacy so that women from cities to gram panchayats become aware of the benefits and safety nets that has been provided to them. In addition, it is important

to advocate equal opportunities, non-discrimination, equal remuneration, judicial rights and the engagement. Aatmanirbhar Bharat & Startup India provides the opportunities for self-enhancement and self-protection to women.

2. Literature Review: Study Literature Review is focused on following key aspects

- Aatmanirbhar Bharat program
- Startups ecosystem
- Women startups
- Impact of Aatmanirbhar Bharat on women startups
- Current situation of Women startups
- Challenges for women startups
- Impact of women startups on economy
- Social & cultural impact on Women Startups

2.1 Study through Dimensions

Sr.No.	Keyword and Interaction of Keywords	Full Data	Title and Abstracts
1	“startups"	4,83,649	25,001
2	“women startups"	121	10
3	"Aatmanirbhar Bharat"	350	12
4	“Women startups” AND “Challenges”	108	5
5	“Women startups” AND “opportunities”	113	2
6	“Women startups” AND “impact”	109	2
7	“women startups" and "challenges"	108	5
8	“India and startup ecosystem"	36566	59
9	“women entrepreneurship"	14182	1595
10	“women entrepreneurship" and “challenges"	11910	268
11	“women entrepreneurship" and “India"	7932	171
12	“Women startups” AND “society”	100	2

From reviewed thesis & research papers it was found that women startup is a less attended area. Fahmeeda Shaikh (2019) highlight that there are many factors like dense population, unemployment, large number of youths with technical education background, IT supremacy, advanced internet and mobile access, large number of middle-income groups, “Make in India, stand up India”, “Digital India” initiatives etc. which has created a start-up revolution in India.

Durva Shastria and Prof. U. T. Rao b (2014) elaborates the women entrepreneurs of Gujarat. It states how women started from a miniscule base and have expanded their domain to foreign land as well Singh, Ranjana; Sebastian, Tania (2018) -The significant aspect examined in this article is the link between family and women entrepreneurs in Gujarat.

Narendra Kumar & Dr. L. K. Singh (2021) have focused on increasing rate of Start-ups that has been registered over a couple of years and maximum start-ups founders are male. Female entrepreneurs are now initiating and performing at the digital platform.

Fakih Amrin Kamaluddin & Kala Seetharam S (2021) have focused on assessing the concentration of investment in the Indian startup ecosystem and to assess the performance of government programs launched for benefitting startups in the country.

Wellbeing is important for women entrepreneurship as well as for entrepreneurship activity like process & outcome. Women entrepreneurship consists three themes “1) Entrepreneurship as an authentic expression of a positive identity, thus contributing to women entrepreneurs’ eudaimonic wellbeing; 2) Women entrepreneurs’ multiple conflicting and synergetic identities influencing hedonic and eudaimonic wellbeing; and 3) identity work as an active approach to enhance hedonic and eudaimonic wellbeing”. (Drencheva, 2019).

Women faces challenges like gender biasness and socio-economic empowerment in entrepreneurship. Transformational leadership creates positive impact on psychological wellbeing. Transformational leadership promotes psychological wellbeing which helps in performance, mental health and work satisfaction (Jahnavi Challa, 2023).

Women leadership need psychological counselling so women can run business in leadership role. Women leader can take help of subordinate in decision making challenges. The demographic variable did not impact relationship between transformational leadership and psychological well-being (Jahnavi Challa, 2023) .

Female entrepreneurs faced many challenges. One of the biggest and important challenge is to maintain a work life balance. It's tough to handle responsibilities of work and taking care of family. Creating a dedicated space, avoiding distractions, setting boundaries, learn to say no, take help of you family, follow healthy habits, these are some of the important and easy tips which can be helpful for female entrepreneurs for work life balance (Agarwal, n.d.)

Level of job satisfaction influence work life balance for female entrepreneurs. Study shows that most female entrepreneurs come from wealthy families. Support of the family plays important role for the same, they can complete business demands. In female entrepreneurship competition level is increasing day by day. So female entrepreneurs have to set grounded level strategy (Madhu Bala Kaushik, 2023).

Women entrepreneurship has different element in terms of experience, business handling, personality, leadership. But at the same time risk taking, motivations, goal achievement and independence are important elements by the nature for same male and female entrepreneurs. Females is more adaptive and adjusting than males. There is major difference between male and female that economic need is main goal for men entrepreneurs. Welfare for family and existence is important for women. (Kiradoo, 2011).

Innovative thinking, education, qualification, risk taker, need for achievement, government support and opportunity, knowledge of technology are important factors that play important role for women entrepreneur's success. (Sapna Manshani, 2017)

A right balance of focus and broad range of services drive success for women entrepreneurs. Positive attitude and free to take risk are the advantages for women entrepreneurs. Finding right

mentors is very difficult in India. Family responsibilities, social acceptance, financial problems, mobility problems are faced by female entrepreneurs. Right business model can help women entrepreneurs to overcome capital & network problems. (Suman Naredla, 2018) .

For self-reliant/Aatmanirbhar Bharat 3 dynamic factors are very helpful. 1) Social Factors - Government schemes self-employment and training institute (RESTI), Pradhan Mantri Kaushal Vikas yojana has a positive role to play for rural youth for industrial skill training. So, they can get the job in bigger cities or they can setup their business. India became Information Technology hub with the help of high-level skills 2) Structural Factors - India Introduced new education policy. So, India can become superpower by changing quality of education, encouraging innovation & research. Vocational training is introduced for increasing talent pool. The production Linked incentive scheme focusing on manufacturing and exports in telecom, automobiles, food products and pharmaceutical sectors.3) Economic Factors - Make in India is boosting domestic market. Imports getting reduced. India has created favourable environment for industries. India achieved 63rd position among 190 nations (World Bank's ease of doing business 2020 report) (Patel, 2021).

Work life balance is major challenges of women entrepreneurs. Digitalization has created challenges and opportunities in the business. To overcome the challenges developmental programmes, proper education facilities, managerial training programmes should be provided to women. Government should provide assistance for marketing and sales activities. Entrepreneurial study should be introduced in the college as a part of syllabus (Suchitra, 2022).

Startup's major challenges are divided by author in 3 categories 1) Marketing challenges 2) Financial challenges 3) other challenges. Start-ups entrepreneurs face problem due to corruption, bureaucratic inefficiencies for securing loans, funding. To overcome these challenges government started start-up india action plan. Self-certification, start-up india hub,

register through app, patent protection, Rs.10,000 crore fund, National Credit Guarente Trust company, No capital gain tax, No income tax for three months, Tax exemption on investments of higher value, Building entrepreneurs, Atal innovation mission, setting up incubators, research parks, entrepreneurship in biotechnology, dedicated programmes in school, legal reinforce, rebate, easy rules, faster exit, single online clearance system, simplification of regulatory regime, E-BIZ portal, Mudra bank, Atal innovation mission are the government initiatives. (M. Jegadeeshwaran, 2021).

Study used Entrepreneurial Motivation theory for understanding what motivates women to start a business. Surviving is main important motivation factor for women in Tanzania. Women also face challenge in accessing external finance. Various financial securities attached to accessing external finance make access to finance a biggest challenge for women entrepreneurs. Social challenges like negative perception about female entrepreneurs, bribe for loan, gender related problems, household responsibilities, improper management, maternity leave, handling accounting records adds upto the challenges faced by female entrepreneurs. To overcome such challenges government should introduce favourable and strong policies. So that women can run her business successfully and without obstacles. To educate women and their spouses, public awareness should increase about entrepreneurship. (Isaga, 2018).

Aatmanirbhar Bharat Abhiyan was launched to promote startups ventures. It helps local market to create global brands. Aatmanirbhar Bharat has important pillars 1) Economy 2) Infrastructure 3) Technology driven 4) Vibrant 5) Demography 6) Demand which make India self-reliant. Indian Government launched 5 tranches in Aatmanirbhar Bharat. Details are as mentioned below.

Tranche 1	Business Including MSMEs
Tranche 2	Poor, Including Migrants and Farmers

Tranche 3	Agriculture
Tranche 4	New Horizons of growth
Tranche 5	Government Reforms and Enablers

Source-https://prsindia.org/policy/report-summaries/ summary-announcementsAatmanirbhar-Bharat-Abhiyaan

Aatmanirbhar Bharat has created impact on government policies, new ventures, and startups. Interlinking of economic development, innovation and social growth has helped small enterprises to become successful & self-sufficient. Economic packages for micro, small and medium industries have assisted the industries in the growth and reducing financial burdens.

The Aatmanirbhar Bharat economic package dedicated to cottage industry, home industry, small business, micro, small, medium industry. It will help decrease unemployment and literacy rate (Bhisham Kapoor, 2021).

India is the 3rd largest ecosystem for startups but startups success rate is very low. Innovation, lack of funds, lack of focus, right product for the market, leadership are the responsible factor for failure of startups. Indian Startup faces multiple challenges like taxation issue, lack of infrastructure, regulations, lack of marketing support for branding strategy, exceeding customer expectations, mentorship. education, talent, innovation, investment firms, incubator can reduce the challenges for startups. For starting business, the process should be simplified like rapid approvals, simpler exits, tax breaks, easy and fast patent registration. (Sharma, 2022)

3. Problem Definition:

There is a practical- knowledge gap. Ample of entrepreneurship literatures are available across countries. Though India being the 3rd largest ecosystem in the world for Startups; there is minimal research available in the domain.

Aatmanirbhar Bharat & Start Ups can become a major contributor in women empowerment & can help in making this as an integral part of nation building. But there is dearth of data providing insights into the challenges and solutions to make it successful

With current new evolving ecosystem of start-up entrepreneurs there is need to understand and analyses the challenges from Indian perspective (political, cultural and economic environment factors) which greatly affect the success of startups and solution to make Start up more viable and successful for Indian women

4. Research Questions:

1) What challenges have you faced as a women startup's entrepreneur?
2) Do you feel women face unique challenges compared to men in start-ups?
3) What skills or experience do you believe are essential for a woman start-up?
4) Do you believe there is need for more initiatives to encourage and support women startups?
5) How do you balance your personal and professional life as a women startups entrepreneur?
6) Has Aatmanirbhar Bharat created an impact on your startups?
7) What kind of support do you think would be most beneficial to women start-ups?
8) What advice would you give to aspiring women start-ups?
9) Have you observed an increase in women startups?
10) What are the main opportunities for women start-ups in Gujarat?

5. Need and Significance of Study:

India is young generation country. Earlier Indian young generation was dependent on government or Private job. Now India is becoming generation of employment through startups, leaving behind the dependency on government or private job. Young generation is getting

attracted to start-ups. Government has launched schemes to support start-ups, especially women startups. But there is lack of systematic study on women start-ups challenges & solutions, Aatmanirbhar Bharat scheme and its impact on start-ups. It is less attended area. The present study will provide insights to academicians, startups entrepreneurs, about the challenges faced by startups. This study will contribute in making new and robust policies.

6. Research Objectives:

Following objectives were identified for the study with reference to women Startups and Aatmanirbhar Bharat in Gujarat:

- To study the startup ecosystem for Women in Gujarat under Aatmanirbhar Bharat
- To explore different factors constituting the roadblocks for Women Startups
- To analyze the impact of roadblocks of women startups on their well-being
- To study the impact of challenges of women startup on their work life balance
- To suggest the solutions for empowering & supporting women start up for their success

7. Hypothesis:

H1 There is significant impact of family support on roadblocks for women startup's

H2 There is significant impact of Gender biasness on roadblocks for women startups

H3 There is significant impact of fund access on roadblocks for women startups

H4 There is significant impact of Technology on roadblocks for women startups

H5 There is significant impact of financial understanding on roadblocks for women startups

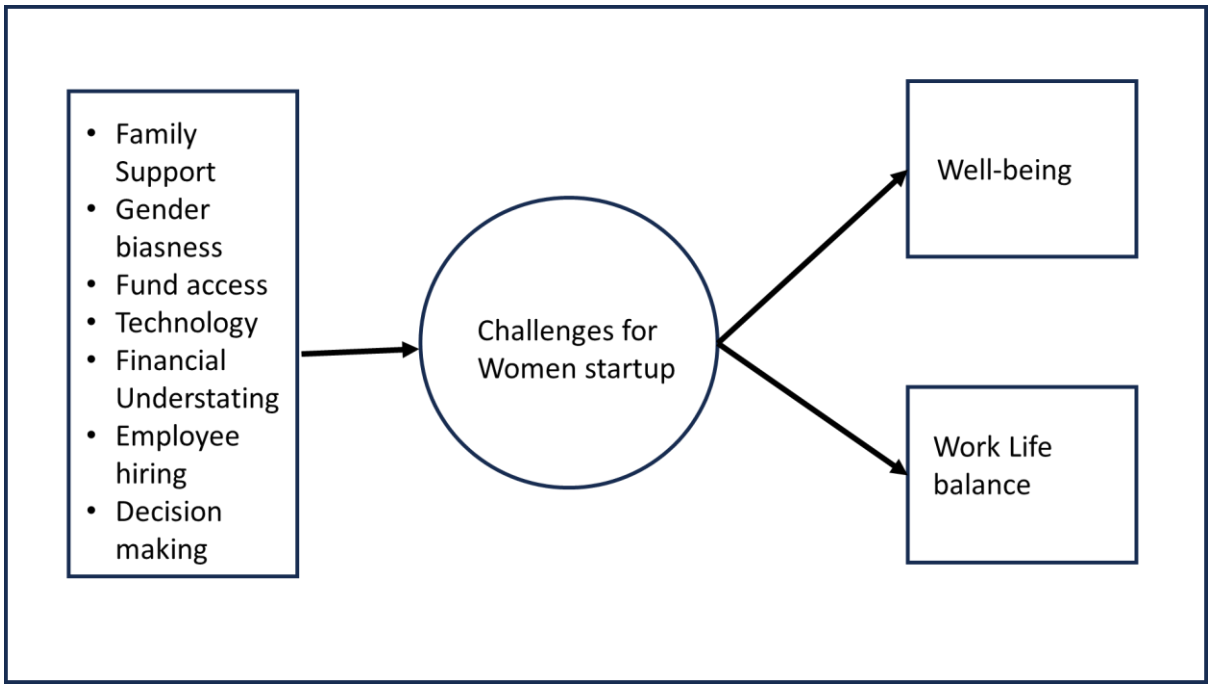
H6 There is significant impact of employee hiring on roadblock for women startups

H7 There is significant impact of decision making on roadblocks for women startups

H8 There is significant impact of well-being on roadblocks for women startups

H9 There is significant impact of work life balance on roadblocks for women startups

Suggestive model based on the objectives and hypothesis



*Model developed by Author

8. Research Design:

Comprehensively explore the roadblocks of women startups in Gujarat under Aatmanirbhar Bharat Framework, a mixed-methods approach that combines application of both qualitative and quantitative research designs. The study will be combination of email questionnaire, in-depth interviews of focused groups from women startups entrepreneurs/co-founders. Study will used focused interviews for experience, journey and suggestions. The study will used secondary data from online platforms, government websites, documents, records, case studies and library research.

8.1 Research Methodology:

- **Method**: In depth structured interviews and focus group discussions
- **Participants**:
    - **In depth interviews**: 100 startups owners/founders.
    - **Focus groups**: 3-4 groups with 6-8 participants each.
- **Sampling Technique**: snowball or purposive sampling to ensure diversity and relevance.

Data Collection:

- **Interview Guide:** To develop an interview guide with open-ended and close ended questions to focus on the key factors.
- **Focus Group Topics**: Similar to the interview guide, but designed to stimulate discussion and interaction among participants.
- **Procedure**:
    - Conduct in depth interviews either in-person or via video calls.
    - Facilitate focus group discussions in a comfortable setting, ensuring participants feel free to express their views.

Data Analysis:

- **Transcription**: Transcribed all interviews and focus group discussions verbatim.
- **Thematic Analysis**: Identified and coded themes and patterns related to the research objectives.
- **Software**: Used qualitative data analysis software (e.g. SmartPLS, G*Power) to organize and analyse the data.

9. Visible Research Outcomes:

The study will help in bringing to light the current roadblocks for Women's Startups and solutions. Encouraging more women to join the economic and social development in coming years. Government has taken various initiatives to encourage Women Startup, the study will help in identifying the gaps and action points to make women Startups policy more robust and women friendly. Aatmanirbhar Bharat", "Startup India", has attracted the attention of youth towards business with lots of opportunities It apparently will help women venturing into startups business with an aim to drive economic growth, create employment and foster a culture of innovation

Lack of previous business experience, unawareness of the business environment, developing a business model, growing their business, registration etc. are some of the challenges that confront women Startups. Knowing the challenges ahead of time, gives time to be prepared for what is expected to come and design strategies to overcome. This will also help in policy decision making which will be more Women friendly and women oriented.

The study would make a drastic change in up liftmen, in marketing, financing and other form of challenges and increasing women startups contributor to GDP.

10. Scope and Limitation of the study

10.1 Scope of the study

The study aims to examine the challenges related to women startups in Gujarat state and to measure impact of Aatmanirbhar Bharat Abhiyan scheme on women startups. This study will conduct on women startups owner/founder by using a well-structured questionnaire and data collected using the survey method approach. The study is limited to women start-ups of Gujarat state only**.**

10.2 Limitations of the study

The main limitation of the study is that this study is captured women startups owner of Gujarat state only. However large-scale research required cross locations (states) boarder so finding facilitate to better understanding roadblocks and solutions to women startups. The study is based on Interviews of startups owner. It could be greater if mixed methods approach will be used to help participates.

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Signature of the Research Scholar

Signature of the Research Supervisor